

17. Date - 31. 08. 2021.

Category - Digital and social media awareness related program through webinar.

Topic - An aspect of creating and marketing of high-impact pdf tabloid

No. of Attendees - 65 and more.

Speaker - Sayantani Banerjee, Digital Marketing Consultant, Advertising professional and Graphic designer.

Description of the webinar - A two-days' workshop session was organized in consecutive days of 30th and 31st August on the topic of 'Online Entrepreneurship Programme' by Vijaygarh Jyotish Ray College (VJRC). On this programme, attendees were taught- how to create high impact PDF tabloid and market it online.

Poster of the webinar:-



The poster is for a webinar titled "How to Create High Impact PDF TABLOID and MARKET it ONLINE". It features a collage of newspaper pages on the left, including "The Guardian" and "BBC backlash as pay review rejects claims of gender bias". The top right corner has a play button icon, the word "WEBINAR", and the dates "27-28 July'21 | 6:00 pm". The speaker is identified as Sayantani Banerjee, a Digital Marketing Consultant, Advertising Professional, and Graphic Designer. The organizing committee includes Dr. Rajyasri Neogy, Principal, Dept. of JMC; Dr. Arnab Kumar Banerjee, Head, Dept. of JMC; Dr. Sampa Debnath, Coordinator, IQAC; and Dr. Prasenjit Das, Coordinator, IQAC.

Two Weeks' Online Workshop on Daily Newspaper
Organised by
Department of Journalism and Mass Communication & IQAC, VijaygarhJyotish Ray College

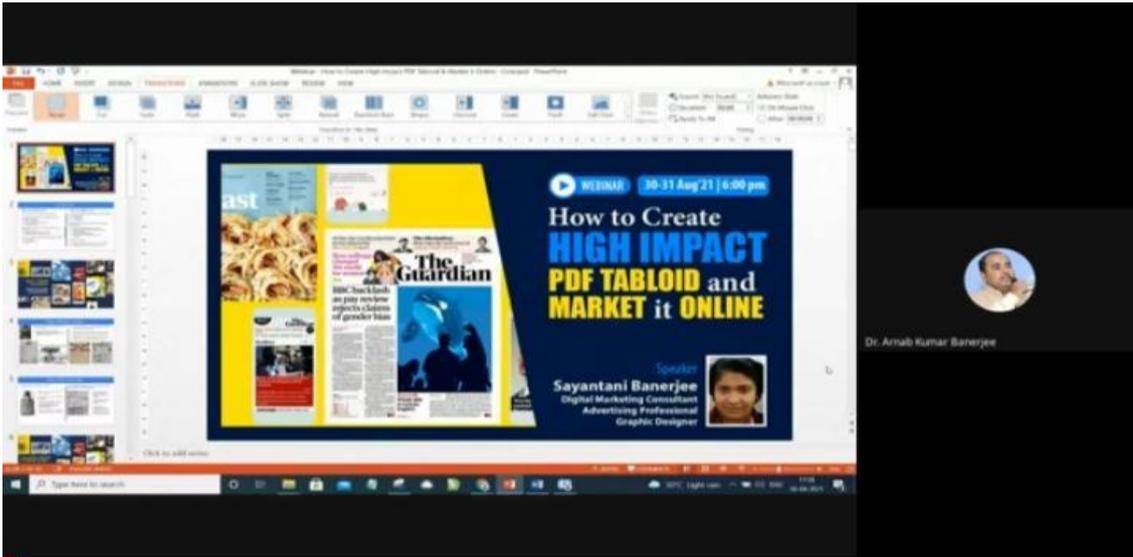
WEBINAR 27-28 July'21 | 6:00 pm

How to Create HIGH IMPACT PDF TABLOID and MARKET it ONLINE

Speaker
Sayantani Banerjee
Digital Marketing Consultant
Advertising Professional
Graphic Designer

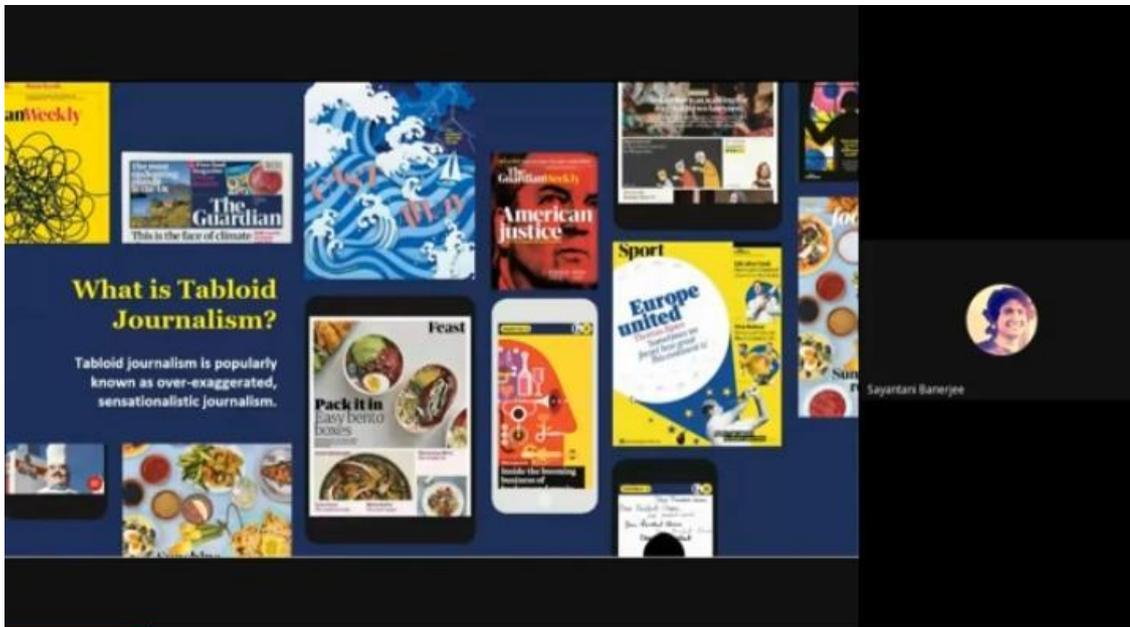
Organising Committee
Dr. Rajyasri Neogy, Principal, Dept. of JMC
Dr. Arnab Kumar Banerjee, Head, Dept. of JMC
Dr. Sampa Debnath, Coordinator, IQAC
Dr. Prasenjit Das, Coordinator, IQAC

Some moments of the webinar:-



How to HIGH IMPACT PDF TABLOID and MARKET it ONLINE | Speaker : Sayantani ...

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How to HIGH IMPACT PDF TABLOID and MARKET it ONLINE | Speaker : Sayantani ...

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Optimize PDF Format Tabloids for Digital Publishing

What is meant by Optimization of PDF File?

- Reduce the size of the PDF files

Why Optimization of PDF File is required in case of Tabloid Publication?

- Use of heavy amount of text and graphics
- File size crossing 25 MB
- Large-sized PDF files takes time to download
- Large PDF files cannot be sent via email

Ideal Size of a PDF format File
A Good PDF is a Small PDF usually less than 4 MB in size

Creating a PDF at the Right Output Size and Dimensions

- Reduce the size of your PDF document while saving the file for final output.
- USE RGB colour mode
- Create the document in Web mode for online distribution
- Use online PDF optimizer tool to reduce file size.

Sayantani Banerjee

How to HIGH IMPACT PDF TABLOID and MARKET it ONLINE | Speaker : Sayantani ...

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Tips for Designing High-Impact PDF Tabloid

Sayantani Banerjee

How to HIGH IMPACT PDF TABLOID and MARKET it ONLINE | Speaker : Sayantani ...

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List of Participants:-

Full Name	Gender	Designation	Organization / University / Institute
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Tuhina Roy	Female	Student	Ramakrishna Sarada Mission Vivekananda Vidyabhavan
Ujjal Ghosh Roy	Male	Student	Vijaygarh Jyotish Ray College
Pradipta Sau	Male	Teacher	Serampore College
Subhajit Acharya	Male	Student	Netaji Nagar College , Calcutta University
Shruti Ghosh	Female	Student	South Calcutta Girl's College
Akash Majhi	Male	Student	Vijaygarh jyotish ray college
Shruti Ghosh	Female	Student	South Calcutta Girl's College
Shruti Ghosh	Female	Student	South Calcutta Girl's College
Gourab Kundu	Male	Student	Vijaygarh Jyotish Ray College
Dr. Debastuti Dasgupta	Female	Teacher	Asutosh College
Dr Sreetama Mishra	Female	Teacher	Trivenidevi Bhalotia College
SAYANI DUTTA	Female	Student	Netaji Nagar College Affiliated to University of Calcutta
		Laboratory technician	
Rajjyeswar Saha	Male		Vivekananda College ,Thakur pukur kolkata-63
SHIB SANKAR DATTA	Male	STAFF	VIVEKANANDA COLLEGE
Shruti Routh	Female	Student	Netaji Nagar College
Tiyasha Nandy	Female	Student	Netaji Nagar Collage
			Vivekananda College, Madhyamgram, North 24 Pargans, Kolkata
Dr Debasis Mondal	Male	Teacher	
ANINDYA BHATTACHARYA	Male	Teacher	NETAJI NAGAR COLLEGE
AUNSHUMITRA MUSTAFI	Female	Teacher	Surendranath college
Anik Ray	Male	Student	Netaji nagar college
Ishita Dutta	Female	Student	Netajinagar College
AUNSHUMITRA MUSTAFI	Female	Teacher	Surendranath college
		Laboratory technical	
Rajjyeswar Saha	Male	Assistant	Vivekananda College ,Thakur pukur Kolkata-63
Sreetama Paul	Female	Teacher	Netaji Nagar College
Sreetama Paul	Female	Teacher	Netaji Nagar College
Subhangi Dey	Female	Student	Vijaygarh Jyotish Ray College
Namrata Halder	Female	Student	Vijaygarh Jyotish Ray College
Sharmistha Jha	Female	Teacher	St.Xavier's College
			Ramakrishna Sarada Mission Vivekananda
Aditi Biswas	Female	Student	Vidyabhavan
Prof.Nowsad Shaikh	Male	Teacher	Netaji Nagar college for women
			Ramakrishna Sarada Mission Vivekananda
Aditi Biswas	Female	Student	Vidyabhavan
			Ramakrishna Sarada Mission Vivekananda
Sohini Das	Female	Student	vidyabhavan
Subham Pramanik	Male	Student	University of Calcutta
Dr. Palashpriya Halder	Female	Teacher	Vijaygarh Jyotish Ray College
Sumana Das	Female	Student	Nataji Nager college
Arijit Naskar	Male	Student	Vijaygarh Jyotish Ray College
Sumana Das	Female	Student	Nataji nager College
Soumik Ghosh	Male	Student	Bijaygrah jyotish Ray college
Dipanjali Seal	Female	Student	South Calcutta Girls College
Maitrayee Mitra	Female	Teacher	South Calcutta Girls' College
Subhasree Jana	Female	Student	South Calcutta Girls' College
Subhasree Jana	Female	Student	South Calcutta Girls' College
RAJESH SCINDIA	Male	Media Professional	MAKAUT
SAMIMA YASMIN	Female	Teacher	New Alipore College
ANIRBAN BHATTACHARYYA	Male	Student	CALCUTTA UNIVERSITY
Sulagna Chakraborty	Female	Student	University of Calcutta
UJJWAL GANGULY	Male	Teacher	RBC College for women
Tina Chitrakar	Female	Student	University
Sudipta Shee	Female	Teacher	Vijaygarh Jyotish Ray College
Dip Sengupta	Male	Student	vijaygarh jyotish ray college
Dr.Suchandra Bhattacharyya	Female	Teacher	Maheshtala College
			Ramakrishna Sarada Mission Vivekananda
Jagriti Biswas	Female	Student	Vidyabhavan
SANJUKTA PAUL	Female	Teacher	ISWARIPUR NEW F.P.
Abhijeet Anand	Male	Student	Vijaygarh jyotish ray college kolkata
Tiyasa Mukherjee	Female	Student	Calcutta University

Subhojit Adhikary	Male	Student	Netaji Nagar College
Juhita Maji	Female	Student	Surenranath College for women
Dipankar Ghosh	Male	Student	Vijaygarh Jyotish Ray Cllege (C.U)
Dipankar Ghosh	Male	Student	Vijaygarh Jyotish Ray Cllege (c.U)
Dipankar Ghosh	Male	Student	Vijaygarh Jyotish Ray Cllege (C.U)
Dipankar Ghosh	Male	Student	Vijaygarh Jyotish Ray Cllege
Suman Bera	Male	Student	VJRC
NURUL HASSAN SHAIKH	Male	Student	Netaji Subhash open university
Jyotirmayee Roy	Female	Student	Surenranath collage for women
Sk Rafique Ahmed	Male	Teacher	Vijaygarh Jyotish Ray
Amrita Deb Chakraborty	Female	Teacher	South Calcutta Girls'College
Ujjal Ghosh Roy	Male	Student	Vijaygarh Jyotish Ray College
Pradipta Sau	Male	Teacher	Serampore College
Subhajit Acharya	Male	Student	Netaji Nagar College , Calcutta University
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Shruti Ghosh	Female	Student	South Calcutta Girl's College
Gourab Kundu	Male	Student	Vijaygarh Jyotish Ray College
Arnab Kumar Banerjee	Male	Professor	Vijaygarh Jyotish Ray College
Bakul Simony	Female	Professor	Vijaygah Jyotish Ray College
Sunandit Chaterjee	Male	Professor	Vijaygah Jyotish Ray College

**DIGITAL AND SOCIAL MEDIA
AWARENESS RELATED PROGRAM
THROUGH WEBINAR.**

organised by
Vijaygarh Jyotish Ray College, Jadavpur, Kolkata - 700032

C E R T I F I C A T E O F P A R T I C I P A T I O N

This Certificate Is Proudly Presented To

PRIYANKA ROY

for taking part in "Digital and social media awareness
related program through webinar." on 31.08.2021.

Rajyasri Neogy

Dr. Rajyasri Neogy

PRINCIPAL

VIJAYGARH JYOTISH RAY COLLEGE



Arnab Kumar Banerjee

Dr. Arnab Kumar Banerjee

H O D, JOURNALISM & MASS
COMMUNICATION

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CERTIFICATE OF PARTICIPATION

This Certificate Is Proudly Presented To

Mr. Sunandit Chaudhury

for taking part in "Digital and social media awareness
related program through webinar." on 31.08.2021.

Rajyasri Neogy

Dr. Rajyasri Neogy
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This Certificate Is Proudly Presented To

Monjima Ghosh

for taking part in "Digital and social media awareness
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Rajyasri Neogy

Dr. Rajyasri Neogy
PRINCIPAL
VIJAYGARH JYOTISH RAY COLLEGE



Arnab Kumar Banerjee

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Rajyasri Neogy

Dr. Rajyasri Neogy
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Dr. Arnab Kumar Banerjee

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CERTIFICATE OF PARTICIPATION

This Certificate Is Proudly Presented To

Dr. Bakul Srimany

for taking part in "Digital and social media awareness
related program through webinar." on 31.08.2021.

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